

City of Beverly Comprehensive Master Plan

Public Open House

May 14, 2019

7:00 – 7:30

Session #1: Informal Open House Engagement Stations

7:30 – 7:35

Welcome from the Mayor and City Staff

7:35 – 8:00

Presentation by Consultant Team

8:00 – 8:30

Session #2: Informal Open House Engagement Stations



Agenda

I. Welcome and Introductions

- Mayor Michael Cahill and Aaron Clausen, Director of Planning and Community Development

II. What is PlanBeverly?

- Cory Berg, Utile

III. Where Are We Today?

- Tim Love, Utile

IV. How Can I Be Involved?

- Darlene Wynne, Assistant Director of Planning and Community Development

What is PlanBeverly?

What is a Master Plan and What Does it Accomplish?

- A master plan is a **long-range plan** that includes a **comprehensive analysis** of all aspects of community development, **a future vision**, and a **set of recommendations** to guide public policy.
- The plan itself will establish a comprehensive, shared vision for Beverly.
- The process will create an **inclusive citywide discussion** that engages the voices who aren't typically at the table to achieve a **more well-rounded perspective on key policy decisions** about housing, open space/environment, economic development, transportation, etc.

Integration of Existing Initiatives into the Citywide Planning Process

Physical Planning, Land Use, and Zoning

2019 Beverly Main Streets' Downtown 2030
2014 Bass River Area Vision and Study
2010 Downtown Strategic Plan - "Downtown 2020"

Economic Development

2018 Hotel Feasibility Study
2016 Economic Snapshot

Mobility

2017 North Shore Mobility Study
2017 Downtown Beverly Parking Strategy
2015 Bike and Pedestrian Priority Plan

Open Space

2016 Open Space and Recreation Plan

Housing

2017 Community Housing Plan
2017 The Waning Influence of Housing Production on Public School Enrollment in Massachusetts
2017 Aging in Beverly, Massachusetts: A community needs assessment

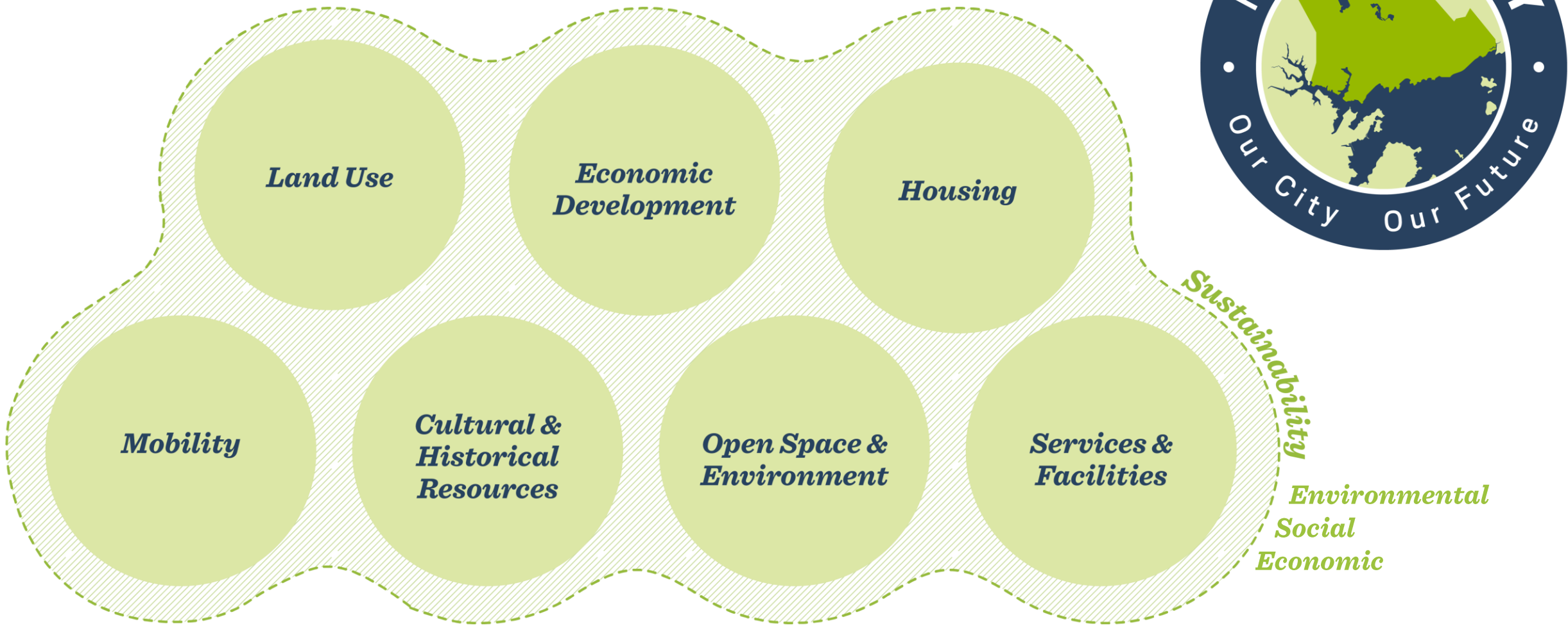
Arts and Culture

2018 Beverly Arts District 2.0

Climate Change and the Environment

2019 Beverly Harbor and Waterfront Plan
2019 Municipal Vulnerability Preparedness Program
2017 Coastal Resiliency Plan

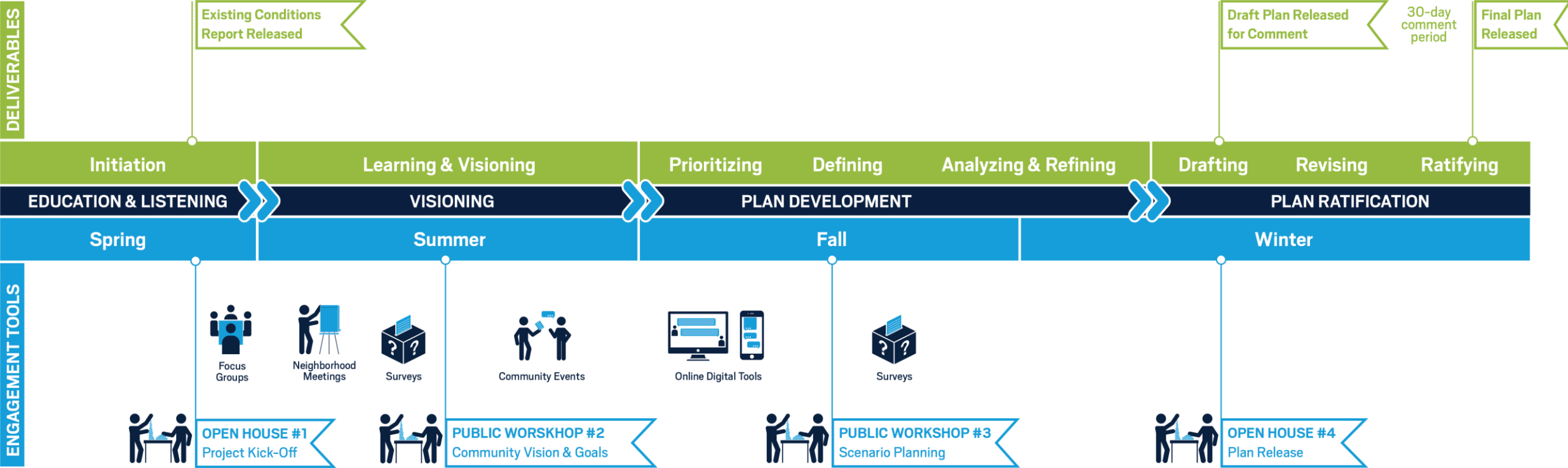
What Will be Covered in PlanBeverly?



Project Team

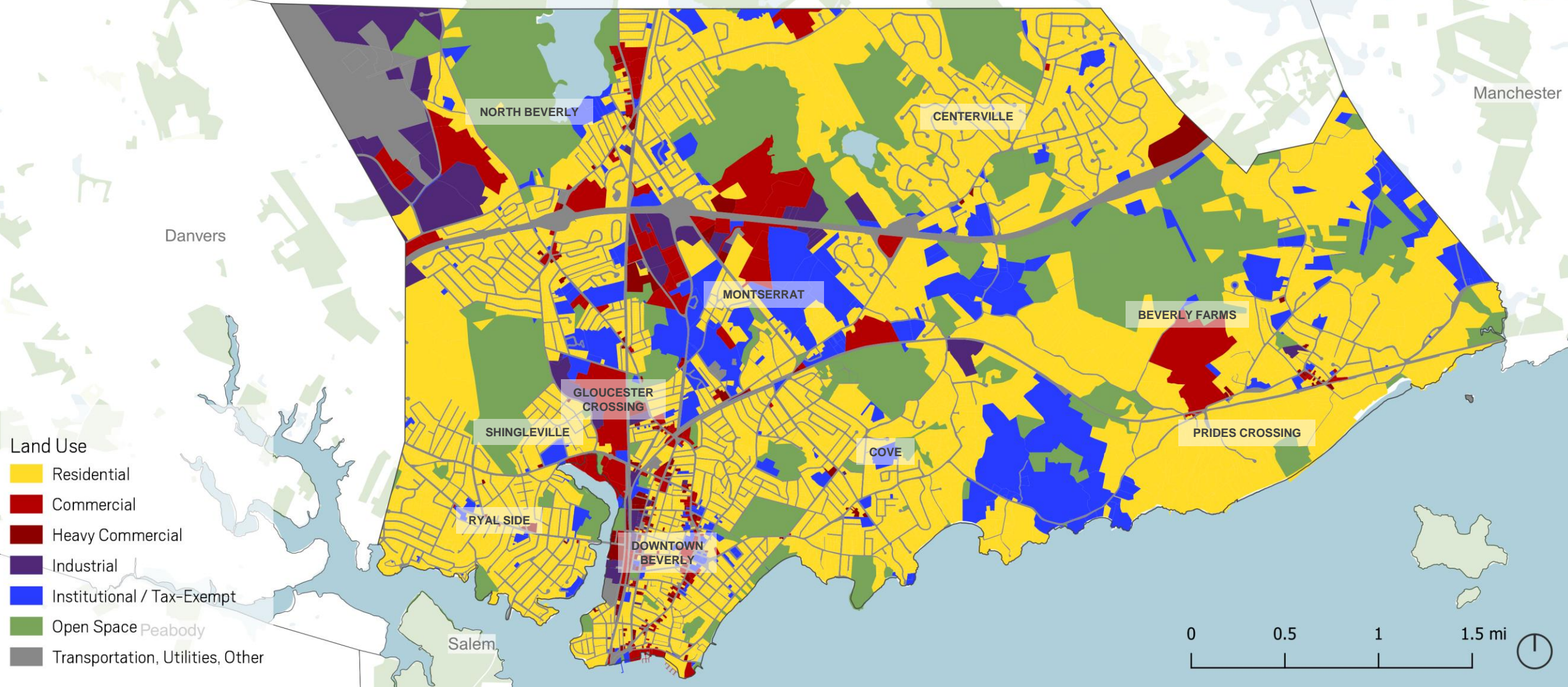


Project Schedule

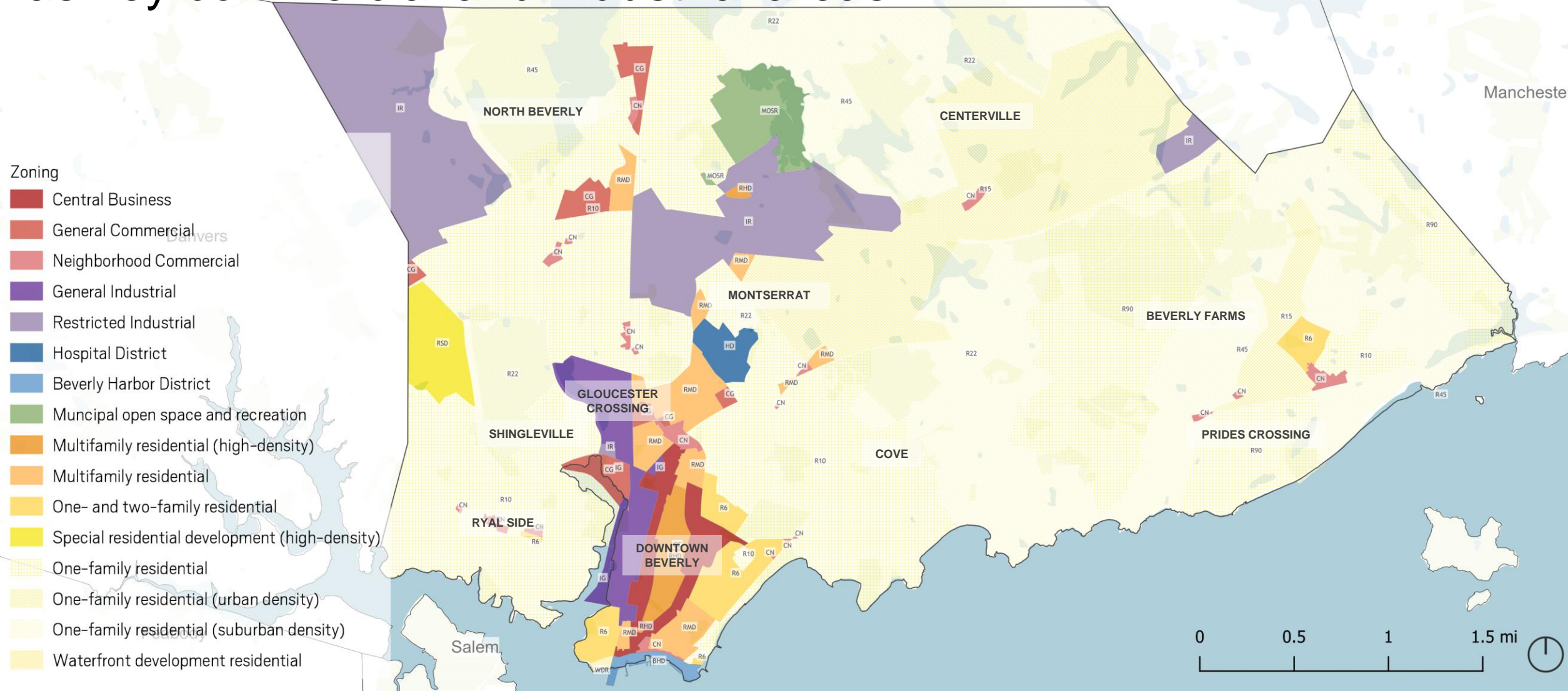


Where Are We Today?

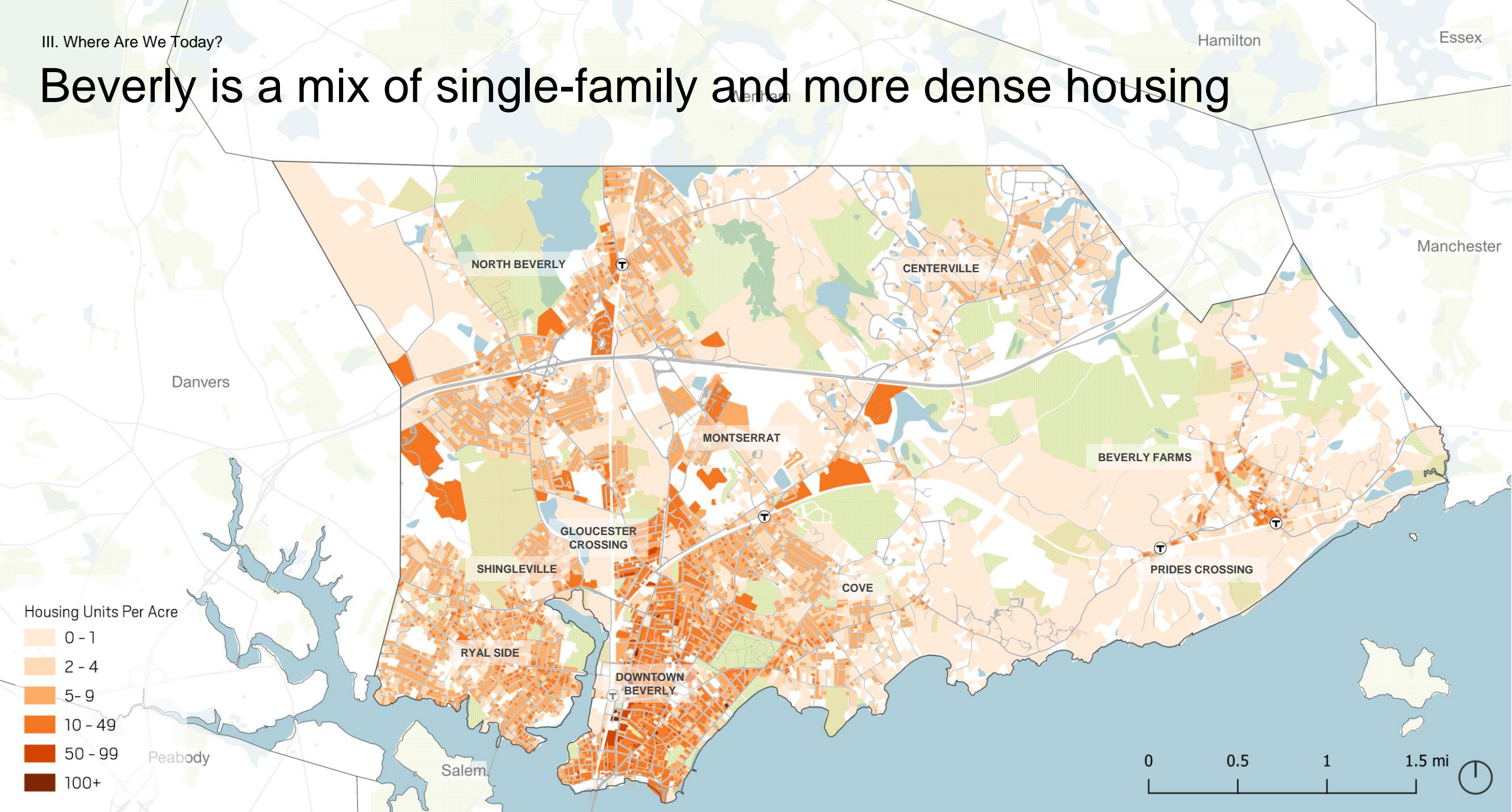
Beverly is mostly residential with a few commercial districts



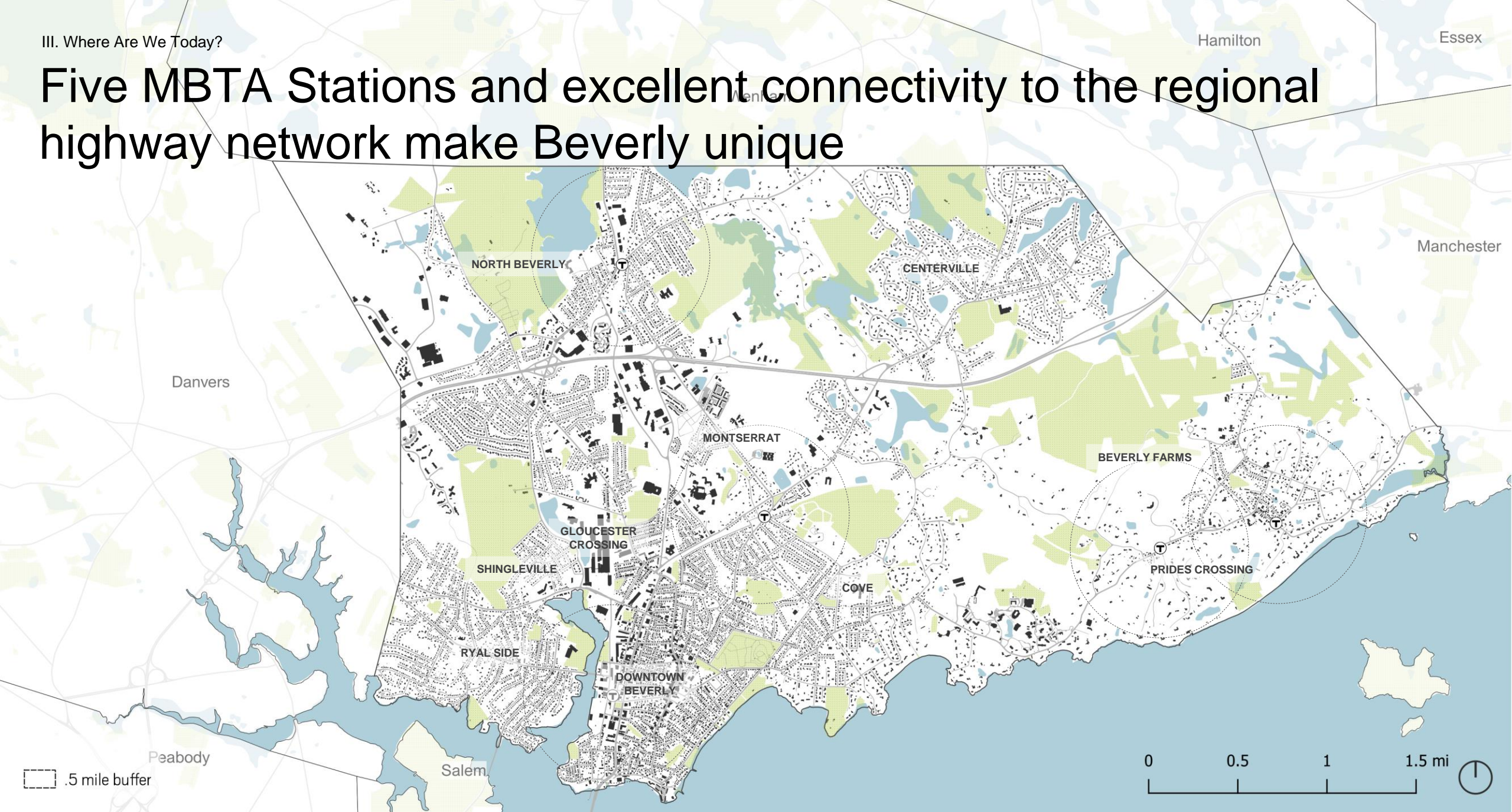
Housing is the dominant land use allowed through zoning, as well as key commercial and industrial areas



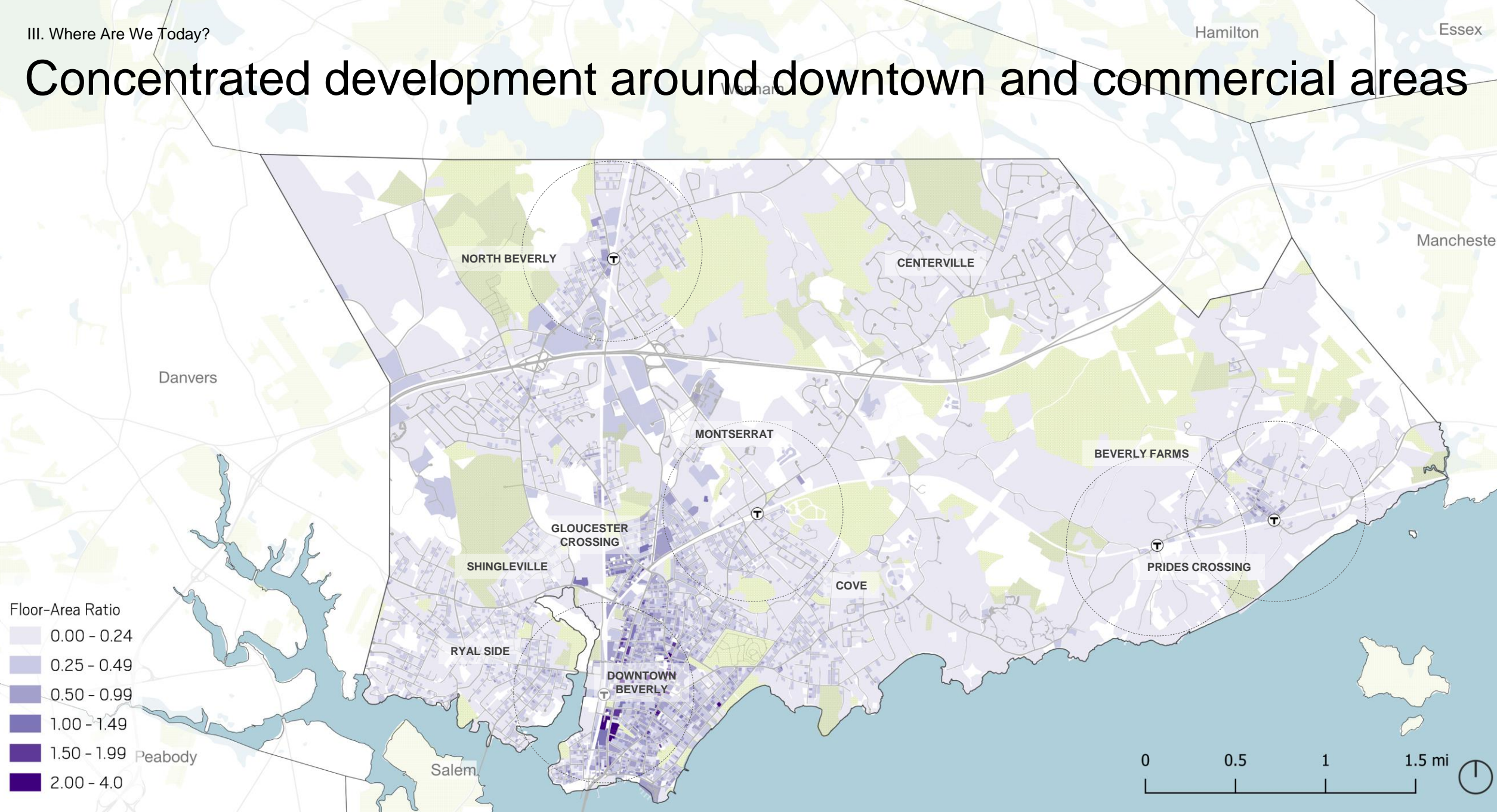
Beverly is a mix of single-family and more dense housing



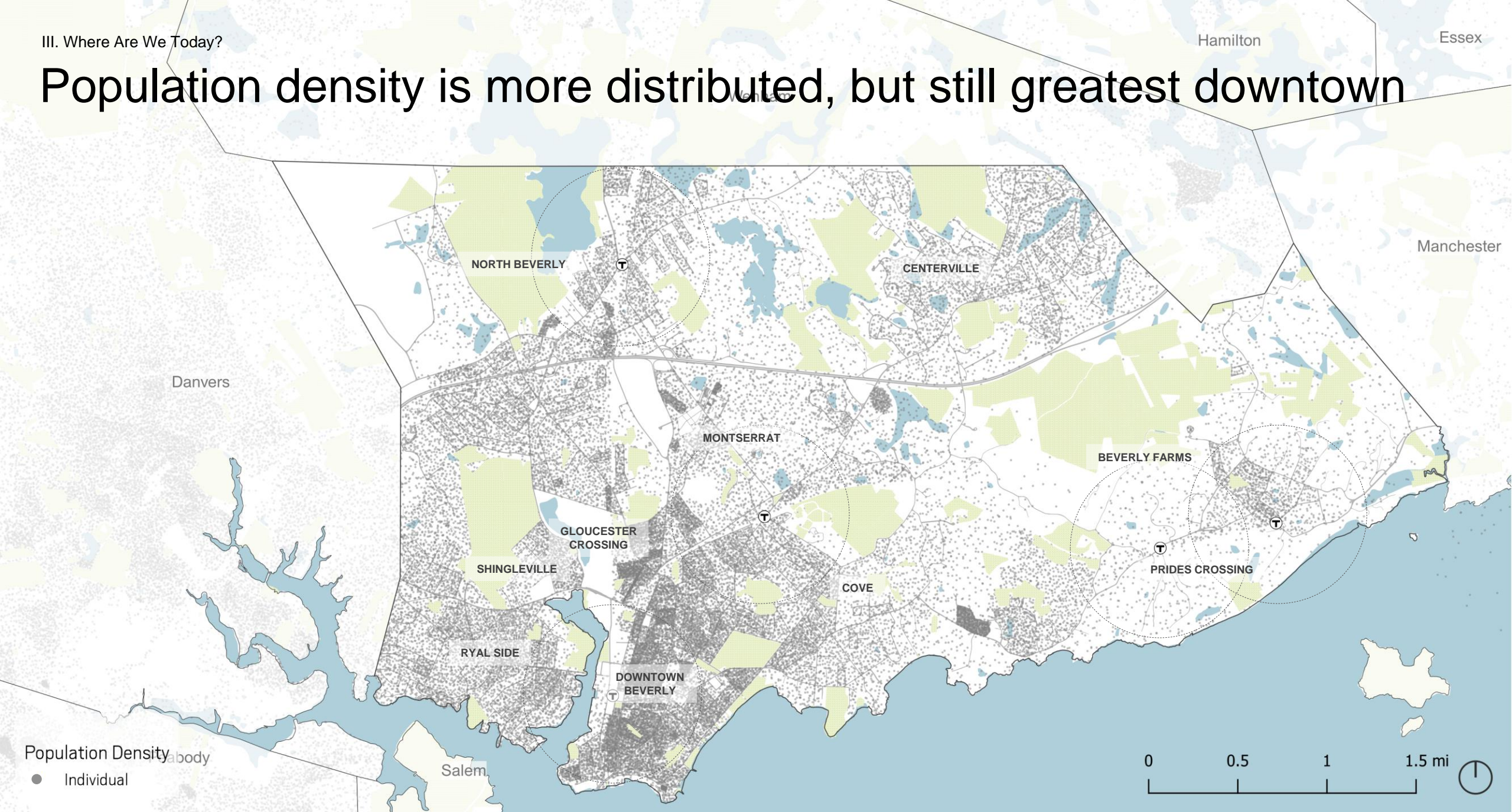
Five MBTA Stations and excellent connectivity to the regional highway network make Beverly unique



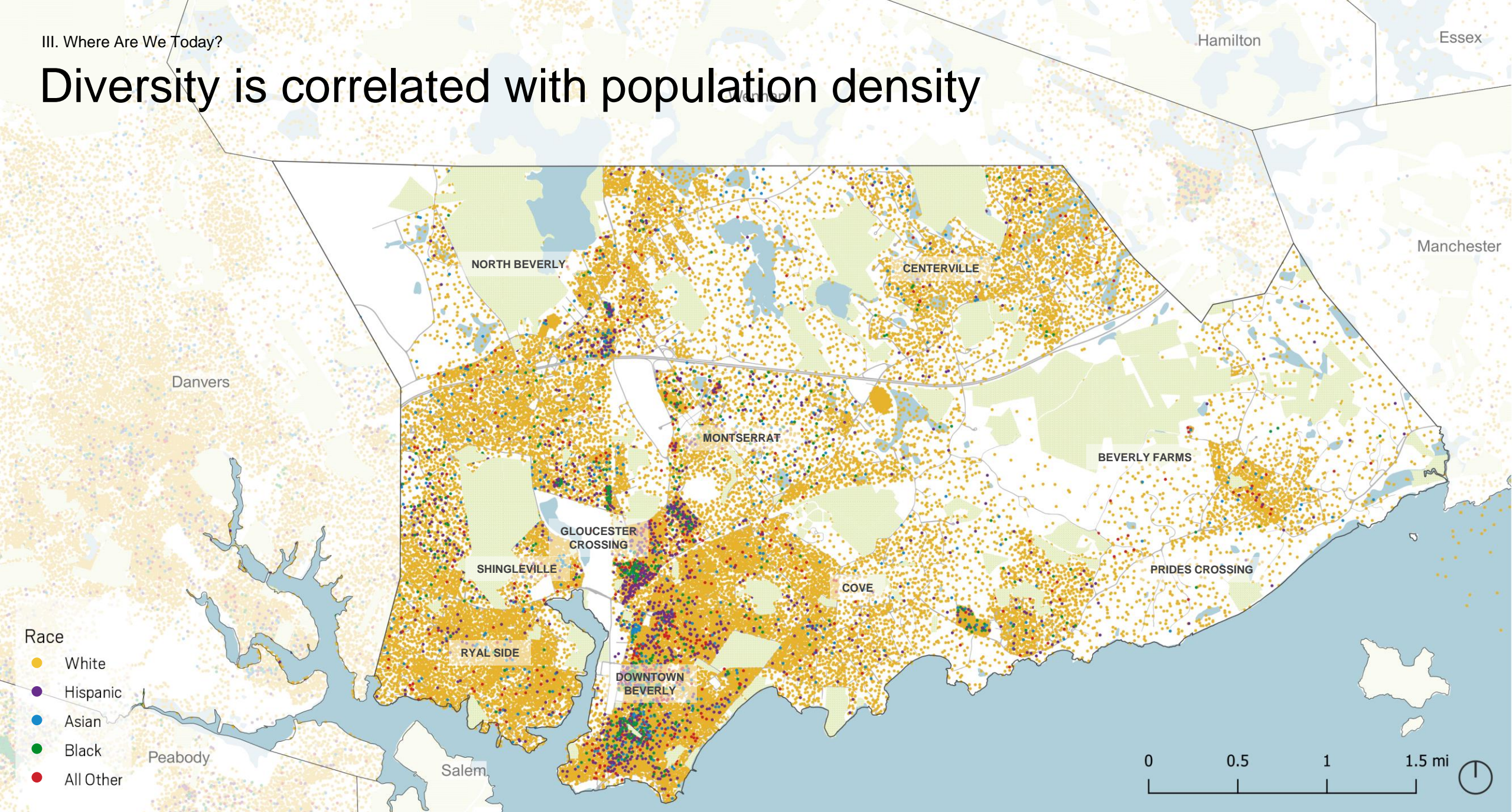
Concentrated development around downtown and commercial areas



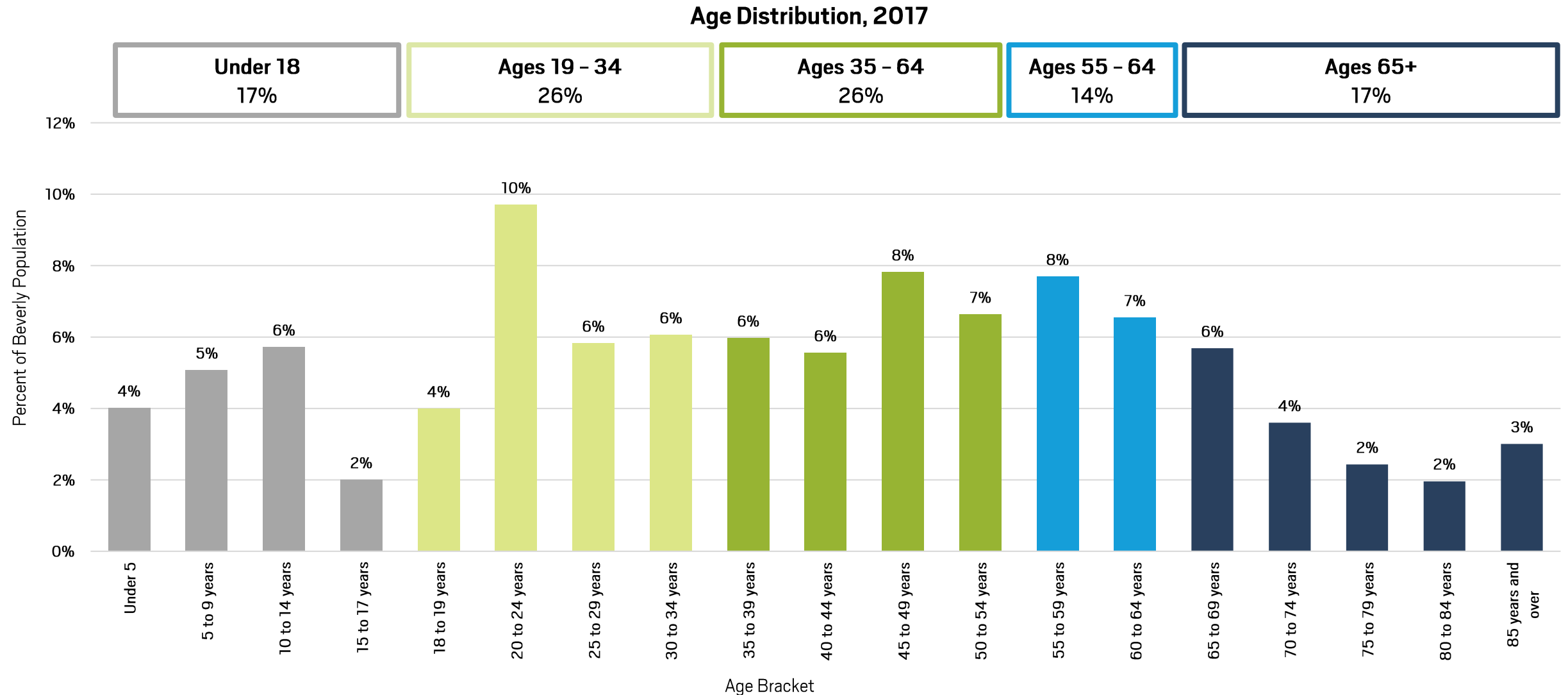
Population density is more distributed, but still greatest downtown



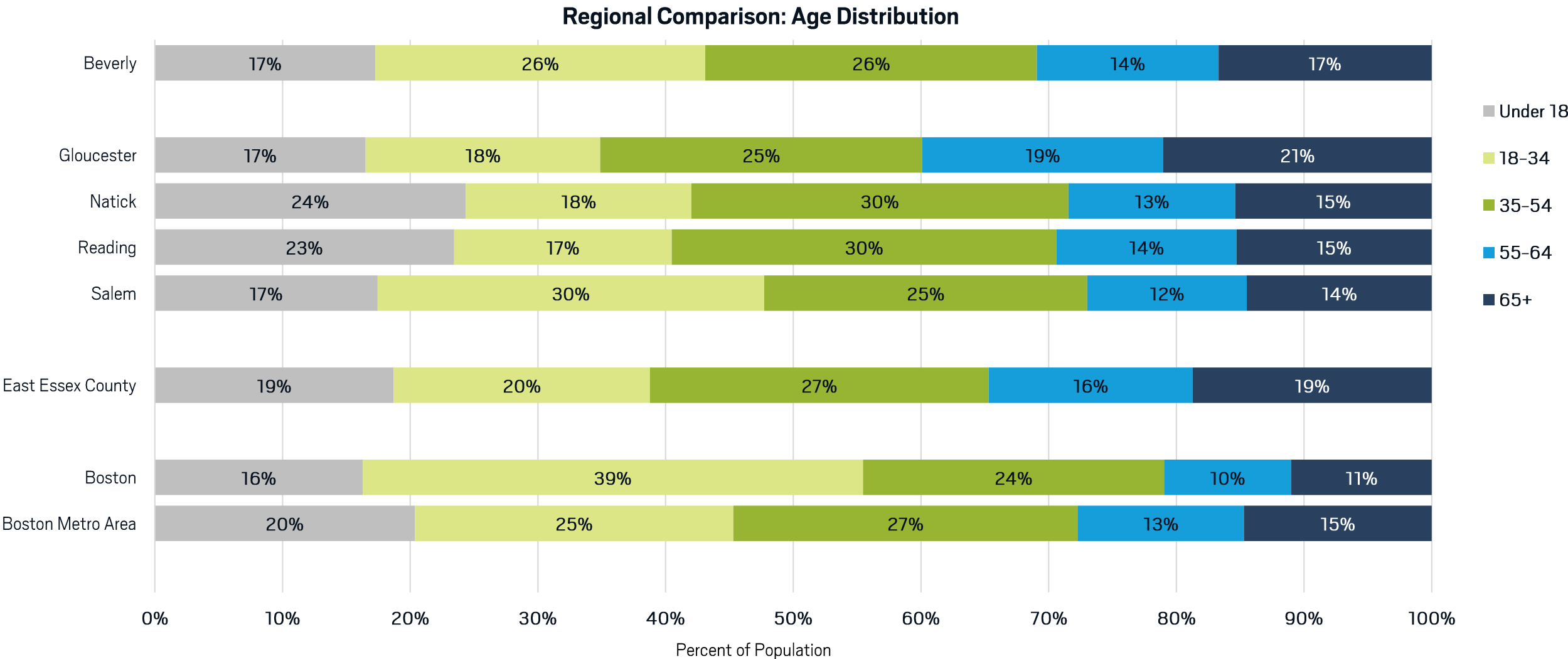
Diversity is correlated with population density



Demographics: An Aging Population



Demographics: An Aging Population



Workforce: Inflow and Outflow of Workers

Inflow/Outflow Analysis

Employed in Beverly	21,475	100%
Employed in Beverly but Living Outside	17,736	83%
Employed and Living Beverly	3,739	17%

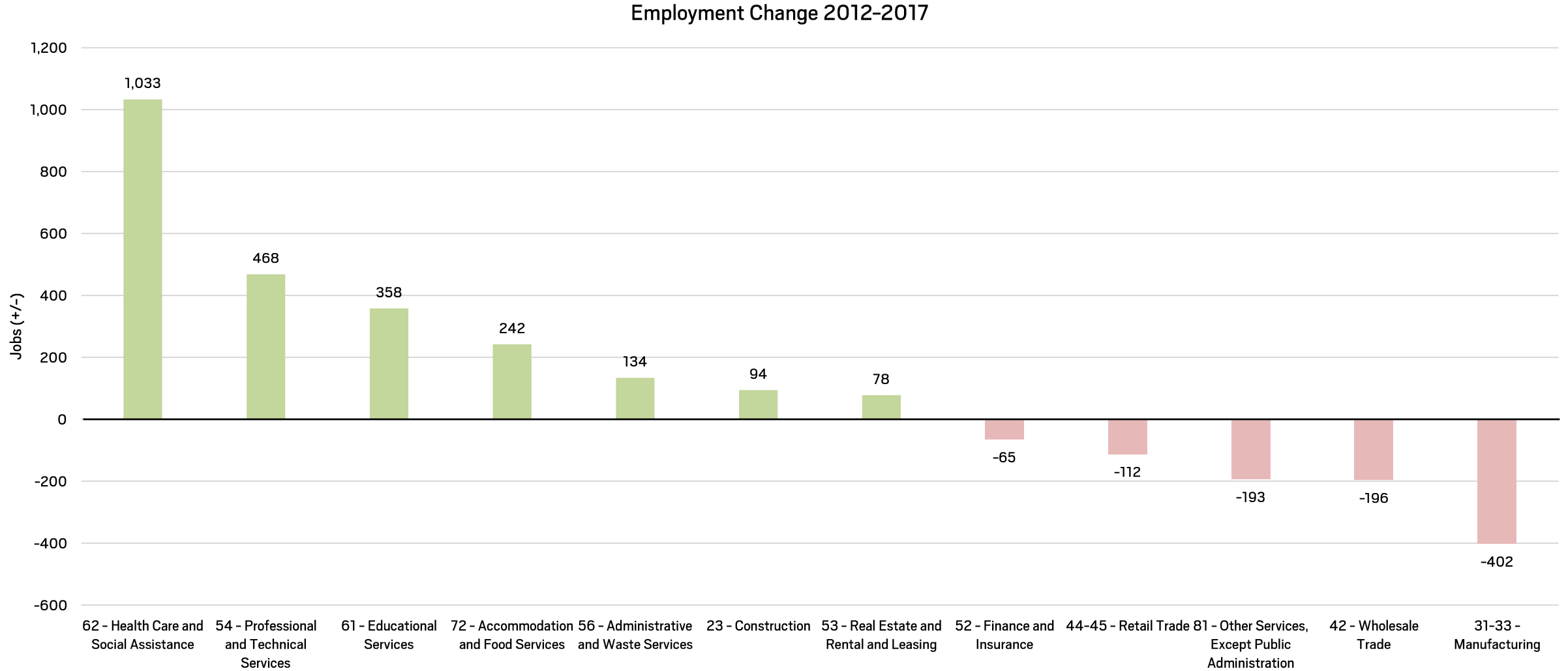
Living in Beverly	18,450	100%
Living in Beverly but Employed Outside	14,711	80%
Living and Employed in Beverly	3,739	20%



Workforce: Employment Change

		Average Employment		
NAICS Code - Industry		2012	2017	Change
62 - Health Care and Social Assistance	This sector comprises establishments providing health care and social assistance for individuals.	5,613	6,646	1,033
54 - Professional and Technical Services	This sector comprises establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. Activities performed include: legal advice and representation; accounting, bookkeeping, and payroll services; architectural, engineering, and specialized design services; computer services; consulting services; research services; advertising services; photographic services; translation and interpretation services; veterinary services; and other professional, scientific, and technical services.	1,535	2,003	468
61 - Educational Services	This sector comprises establishments that provide instruction and training in a wide variety of subjects. This instruction and training is provided by specialized establishments, such as schools, colleges, universities, and training centers. These establishments may be privately owned and operated for profit or not for profit, or they may be publicly owned and operated. They may also offer food and/or accommodation services to their students.	2,647	3,005	358
72 - Accommodation and Food Services	This sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.	1,387	1,629	242
56 - Administrative and Support	This sector comprises establishments performing routine support activities for the day-to-day operations of other organizations. These essential activities are often undertaken in-house by establishments in many sectors of the economy. Activities performed include: office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services.	980	1,114	134
23 - Construction	The construction sector comprises establishments primarily engaged in the construction of buildings or engineering projects (e.g., highways and utility systems).	417	511	94
53 - Real Estate and Rental and Leasing	The Real Estate and Rental and Leasing sector comprises establishments primarily engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services.	208	286	78
52 - Finance and Insurance	The Finance and Insurance sector comprises establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions.	1,036	971	(65)
44-45 - Retail Trade	The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.	1,924	1,812	(112)
81 - Other Services, Except Public Administration	The Other Services (except Public Administration) sector comprises establishments engaged in providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities, such as equipment and machinery repairing, promoting or administering religious activities, grantmaking, advocacy, and providing drycleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.	1,367	1,174	(193)
42 - Wholesale Trade	The Wholesale Trade sector comprises establishments engaged in wholesaling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The merchandise described in this sector includes the outputs of agriculture, mining, manufacturing, and certain information industries, such as publishing.	736	540	(196)
31-33 - Manufacturing	The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products	2,222	1,820	(402)
Total, All Industries		20,072	21,511	1,439

Workforce: Employment Change



Workforce: Top 10 Employers

TOP AREA EMPLOYERS - NON GOVERNMENT				
	EMPLOYER	INDUSTRY	ADDRESS	EMPLOYEES
1)	Beverly Hospital (Beth Israel Lahey Health)	Health Care and Social Assistance	85 Herrick St	2,000
2)	Endicott College	Educational Services	376 Hale St	1,000
3)	Axcelis Technologies	Manufacturing	108 Cherry Hill Dr	600
4)	YMCA of the North Shore	Arts, Entertainment, and Recreation	245 Cabot St	550
5)	Cell Signaling	Professional, Scientific, and Technical Services	3 Trask Lane, Danvers (on the Beverly/Danvers line) / 32 Tozer Road	400
6)	Electric Insurance	Finance and Insurance	75 Sam Fonzo Dr	400
7)	American Renal Associates	Health Care and Social Assistance	500 Cummings Center # 6550	350
8)	Communications and Power Industries (CPI)	Manufacturing	150 Sohier Road	300
9)	Stop and Shop	Accommodation and Food Services	37 Enon St & 224 Elliott St	230
10)	Sensitech	Professional, Scientific, and Technical Services	800 Cummings Center # 258X	200

Source: City officials

How Can I Be Involved?

Engagement Tools

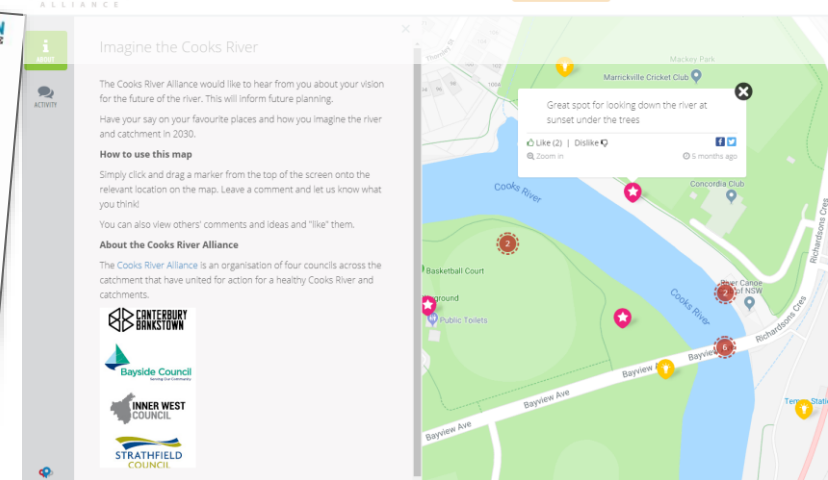
1. Public Workshops



2. Surveys



3. Online engagement tools



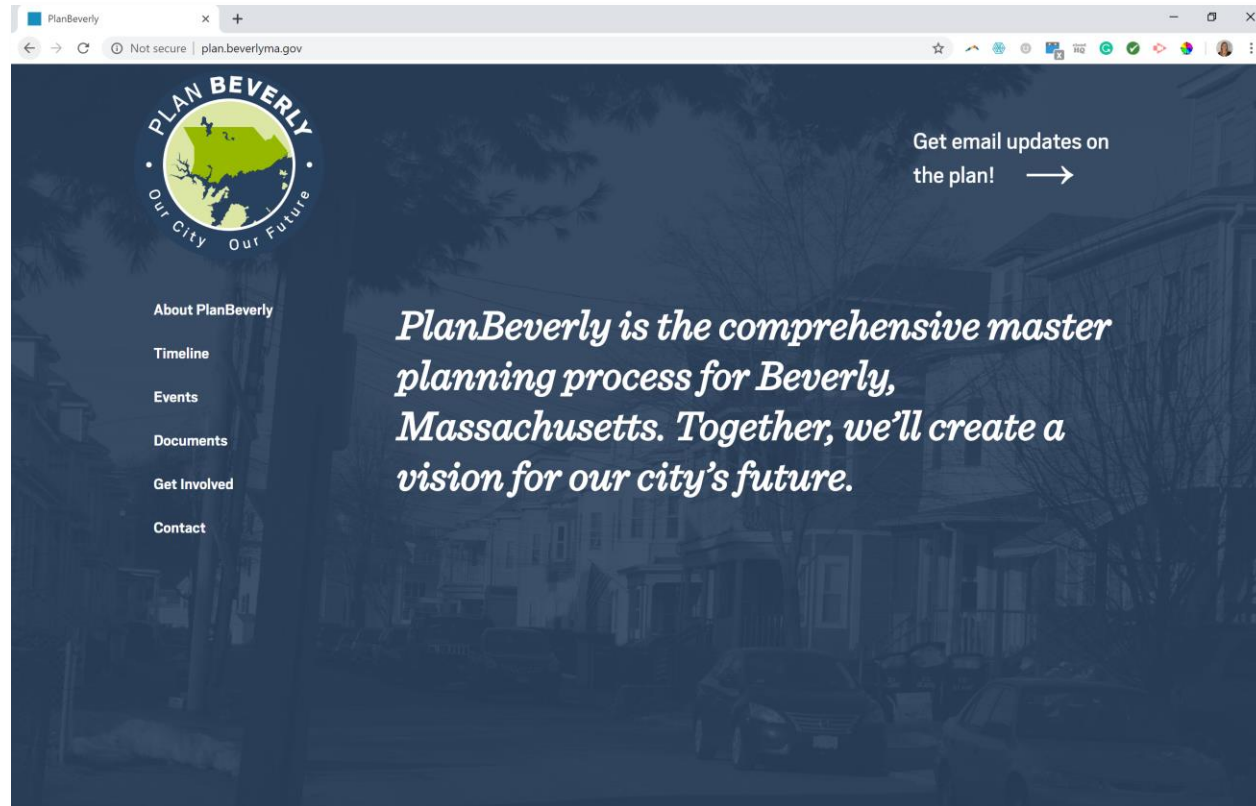
4. Targeted Outreach Events



5 & 6. Focus Groups & Neighborhood Meetings



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